



## ARIZONA HUMAN TRAFFICKING COUNCIL OUTREACH AND AWARENESS COMMITTEE MINUTES

October 29, 2014  
3:00 PM  
1700 West Washington Street, Suite 230  
Phoenix, Arizona 85007

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on October 29, 2014 at 3:00 p.m. at the Governor's Office for Children, Youth and Families, 1700 W. Washington, Suite 230, Phoenix, Arizona 85007. Notice having been duly given. Present and absent were the following members of the Committee.

### Outreach and Awareness Committee Members Present

Michael Derfus	Chuck Fitzgerald
Debbie Johnson	Sarah Suggs

### Guests

Katie Resendiz	Lindsay Scornavacco
Tamyra Spendley	

### Staff Present

Tammy B. Paz-Combs  
John Raeder

### A. CALL TO ORDER

The meeting was called to order at 3:08 p.m.

### B. APPROVAL OF MINUTES

Debbie Johnson moved to accept the minutes from the August 18, 2014 committee meeting. Chuck Fitzgerald seconded the motion. Motion passed.

### C. WEBSITE DEVELOPMENT UPDATE

Ms. Paz-Combs provided an updated on the Get Informed, Outreach and Awareness tab of the website for the Arizona Human Trafficking Council – [endsextrafficking.az.gov](http://endsextrafficking.az.gov). Now that the Memorandum of Understanding (MOU) with the US Department of Homeland Security for the Blue Campaign has been executed, materials from that are available through the Blue Campaign can now be added to the website. It was determined that this page of the website will include a brief introduction regarding the partnership between the Blue Campaign and the Council, the co-branded posters, as well as downloadable indicator cards, pamphlets, tear cards and information sheets. The

page will also have the Blue Campaign PSA and quick links to other resources through the Blue Campaign.

The new page will be presented to the Council at the November 17 meeting and it was determined that Michael Derfus and Chuck Fitzgerald will present. Council members will be provided with the co-branded sex trafficking posters as well as the indicator cards and pamphlets.

#### **D. SPEAKER'S BUREAU**

Katie Resendiz with TRUST provided an update of their speaker's bureau. She reported that their bureau was launched on September 1, 2014, that they currently have 7 speakers, have made 12 presentations and have 22 more scheduled through March. Ms. Resendiz also indicated that they had 60 requests on hold due to the fact that as of the beginning of the year TRUST's focus will change and they will not continue with their speaker's bureau.

Committee members discussed the need for developing a tracking system for requests and recruiting more speakers. It was suggested that staff reach out to other organizations for their PowerPoint presentations regarding sex trafficking in an effort to develop a template for the Council. Mr. Fitzgerald offered to send his presentation and it was determined that staff would also ask STIR and the Arizona Coalition to End Sexual and Domestic Violence for their presentations.

The idea of developing a "How Can I Help" flyer was presented to have as a take away for people who attend presentations. Mr. Fitzgerald shared some examples and it was decided that staff would develop a draft to share with the committee at the next meeting.

#### **E. BLUE CAMPAIGN**

Members discussed ideas for outreach now that the Council is in a partnership with the Blue Campaign. Target areas that were identified for initial outreach include rest areas, truck stops, taverns and hotels. Staff will work with the Department of Transportation and Hensley Beverage Company to determine distribution numbers. Packets will include a cover letter from Council Co-Chairs Cindy McCain and Gil Orrantia, a sex trafficking fact sheet from the Blue Campaign and a minimum of two posters.

#### **F. PSA DEVELOPMENT**

Chair Derfus indicated that the media team at the Department of Transportation is still interested in working with the Council and committee to develop a sex trafficking PSA. The idea of developing a PSA focused on survivors was discussed and it was suggested that staff reach out to the Coalition to End Sexual Assault and Domestic Violence's Share Committee to discuss further. It was also suggested that staff reach out to Brian Steele at the Dream Center for input.

#### **G. STRATEGIC PLANNING DOCUMENT**

Ms. Paz-Combs provided committee members with a strategic planning template for the committee's work. Based on the current work of the committee, members agreed to the following goals:

- Distribute Blue Campaign public awareness materials statewide to educate the general public on sex trafficking issues.
- Develop a statewide Speakers Bureau to educate the general public on sex trafficking issues.
- Develop and produce a survivor focused PSA.

Based on these goals, Ms. Paz-Combs will draft the remaining sections of the strategic plan for review of the committee at the next meeting. These sections include project, task, status, priority, due date, and owner for each goal.

**H. NEXT MEETING**

Members agreed to use the Doodle website again to determine the next meeting date.

**I. CALL TO THE PUBLIC**

No public comment.

**J. ADJOURNEMENT**

The meeting was adjourned the meeting at 4:35 p.m.

DRAFT